Digital Content: Reaching Outreach

Who we are

🎓 We create desire with prospective students to help them select their perfect university

⭐ Rich media specialists in Higher Education since 2004, working with 100 universities

💻 Most used provider of virtual open days, virtual tours, 360s and videos in UK HE

⭐ Only provider able to provide this suite of multi-platform, multi-browser solutions in-house

What drives us

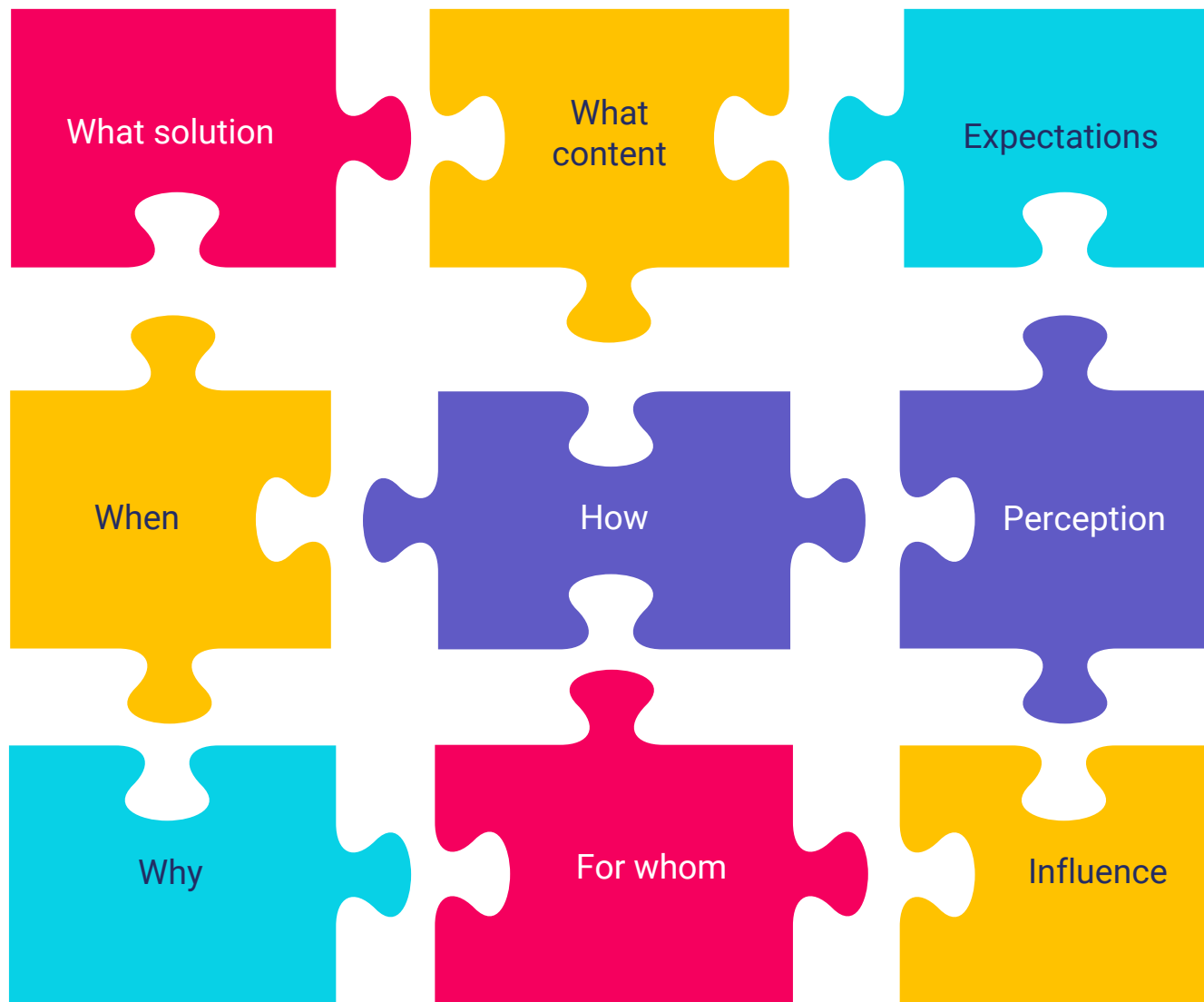High levels of audience engagement across all solutions

Research led solutions including user testing and annual research programme

Enabling universities to maximise rich media influence and impact

RV's Research Jigsaw

What solution

What content

Expectations

When

How

Perception

Why

For whom

Influence

Rich Media

Maximising influence during the
student recruitment cycle

REVOLUTION
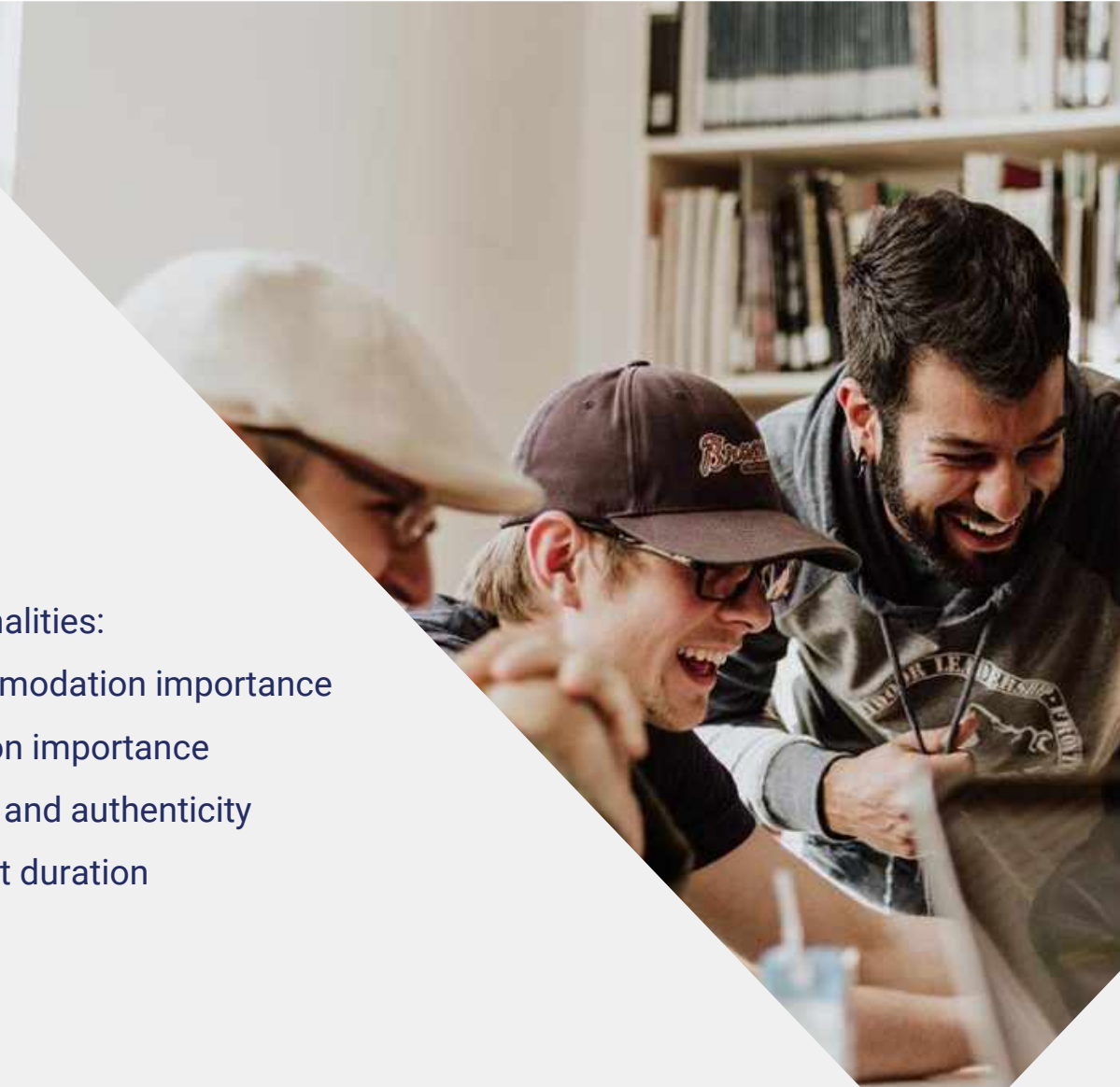VIEWING

Different Backgrounds

KEY THEMES

Differences:

- Marketing spin - *influence v cynicism*

- Information seeking - *exploration v validation*

- Understanding offering - *patience v assumption*

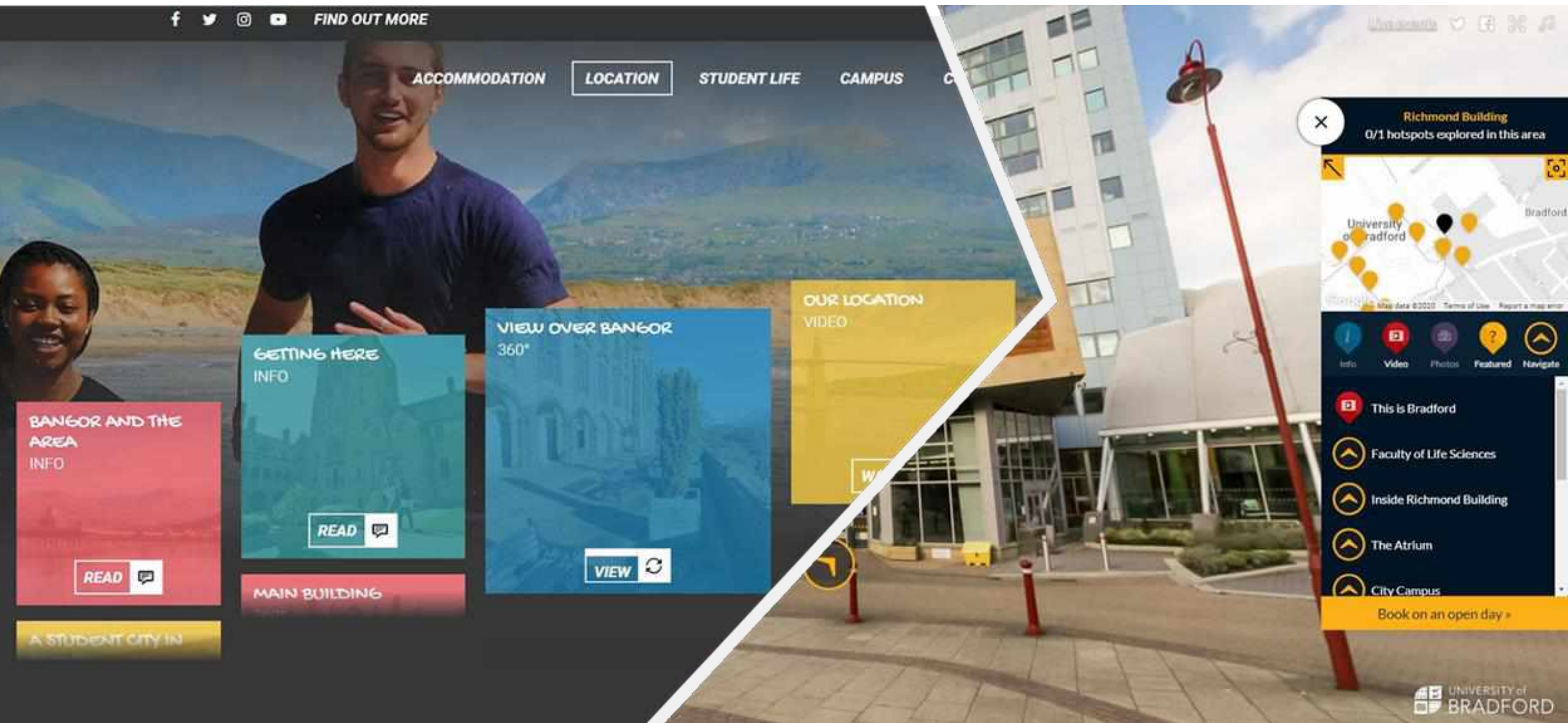- Messaging - *academic v social*

Commonalities:

- Accommodation importance

- Location importance

- Quality and authenticity

- Content duration

Rich Media

What prospective students really think about virtual tours and virtual open days

SURVEY STATS

Purpose

- 73% were not aware this kind of solution existed (55% for Y13)

- 88% would find them helpful in selecting their perfect university (80% for Y13)

- 70% would expect a university to have one (63% for Y13)

- 93% more likely to attend open/applicant day after viewing (84% for Y13)

- 73% would book on an open day and find out more about courses

- Most suggested search term to find one: "virtual tour" (Y11 less sure)

SURVEY STATS

Promotion

- 71% would find a link to this type of solution most helpful on the home page (then "Visit Us" then "Accommodation")

- 66% would like to be emailed about them (then Instagram for Y11/12, Facebook for Y13, then Recruitment Fairs)

- 88% preferred to email a university (then phone)

- 86% using YouTube (then Snapchat, then Insta)

- 87% want content accessible at all times

VIRTUAL TOUR

Best practice

User Experience

Keep it simple and make it easy to find relevant and personalised information

Content

High quality content is important, as is providing course information

Usage

RV's solutions will increase open day attendance – make them easy to find

Future of Virtual Tours

What we've learnt through Covid-19
and what are next steps are

Thank you for listening

Questions, comments, observations